

Seminar – June 20, 2006

**Bringing Distributed Generation & Energy Efficiency Technologies
to the Colorado Commercial Real Estate Industry**

**Presented by Communications Strategy Group
Hosted by Holland & Hart LLP**

Energy use represents as much as 35 percent of a building's operating costs. With natural gas, electric, oil, and coal prices steadily increasing, commercial property managers are recognizing the significant balance sheet savings to be achieved by investing in energy efficiency (EE) and on-site distributed generation (DG) technologies, for existing and new building stock.

This ½ day seminar will provide the Commercial Real Estate industry in the Front Range with valuable information on the economic benefits of such measures as: Lighting Controls, Smart Metering, High Efficiency Motors and Evaporative Cooling systems along with (DG) technologies such as Micro turbines and Solar Electric Photovoltaics. This seminar is focused on improving the bottom line by reducing energy usage!

The June 20th seminar will:

- Profile leading, commercially proven, energy efficiency and distributed generation technologies that provide reliable, high quality power and improve your balance sheet
- Detail how federal, state and utility financial incentives can reduce upfront capital costs and increase your building's asset value
- Present case studies highlighting how significant cost savings can be achieved for a buildings' O&M.
- Highlight the economic and environmental advantages of deploying UPS energy systems
- Explain how performance service contracts and third party financing arrangements reduce your risk.
- Address the benefits of conducting an energy asset evaluation.

Audience:

The seminar is designed for: CFO's and other bottom-line oriented managers from commercial and mixed-use property developers, REIT fund managers, building management companies, real estate attorneys and resort facilities active in the Southwest. Attendance is limited to sixty participants, each paying \$75.

Presenters:

The Speakers represent leading DG and EE technology providers, engineering and architectural firms.

Draft Program Agenda:

7:45 – 8:30	Continental Breakfast – Welcome from OEMC or Denver Utilities Manager
8:30 – 8:40	Introduction of Sponsors and Program Speakers (Richard Eidlin, CSG)
8:45 – 9:15	Regulatory & Financial Incentives - State/Federal (Holland & Hart or RMI)
9:15 – 10:00	Case Study of the new ProLogis building in Denver (Ravi Maniktala, M.E. Group)
10:00 – 10:15	Break
10:15 – 11:15	High Impact Energy Efficiency Measures - Contracting Services (Jim Knutson, URS Corp)
11:15 – 12:15	DG technologies - Microturbines & Solar (Northern Power Systems & SunEdison)
12:15 – 12:30	Q & A – closing remarks.

Seminar Series:

It is anticipated that the June 20th presentation will be the first in a series of seminars for the Denver commercial real estate industry. The series will focus on how EE and DG technologies and related environmentally sound and sustainable design approaches improve the bottom line.

Objective of the Seminars:

- Highlight how public financial incentives and regulatory programs are increasing the economic value of EE and DG technologies in the commercial buildings industry.
- Introduce proven and cost-effective technologies that are easy-to-install, reliable and fit well with Denver's natural environment and business climate.
- Encourage the 'greening' of Denver-based commercial projects so that the City becomes a more attractive destination for business travelers and conventions.
- Facilitate interaction between the public, private and labor sector so that Denver becomes an economic hub and employment engine within the EE and DG market.
- Provide information about ways to hedge against energy inflation and address potential brownouts.
- Introduce DG and EE technology firms to property managers and developers to foster partnerships.
- Note proven financing, service and performance contracting models for project development.

Background - The Value of EE and DG:

A 30 percent reduction in energy consumption can lower operating costs by \$25,000 per year for every 50,000 square feet of office space. These improvements can be attained through no, or low-cost third party financing arrangements. While reducing the building's operating costs, EE and DG technologies increase power reliability, enhance indoor air quality, and improve the overall value of the property. As many managers have discovered, a temporary loss of power from an outage somewhere along the utility grid can create substantial financial losses and customer discontent.

Increased asset value is another benefit derived from DG and EE measures. For every \$1 invested in energy efficiency, asset value increases by an estimated \$3. That means that energy efficiency can be used as a low-risk, high-return investment. Savvy business managers are coming to appreciate that energy efficiency is an excellent means to spur internal growth, especially in income properties where any reduction in operating costs directly translates into an increase in net operating income.

In tight real estate markets where the ability to grow through investments in building or buying may at times be constrained, increasing NOI is a viable alternative. Energy-efficient buildings, with 24/7 UPS systems, also help attract the most discerning tenants and buyers, especially in markets where energy costs tend to be front-page news as in Denver. As the construction of commercial buildings steadily increases in the Denver metro area, developers and property managers are incorporating more sophisticated energy management systems.

DG and EE technologies are receiving unparalleled support from municipal, state and federal agencies. The recently enacted federal Energy Policy Act of 2005 provides tax credits for business installation of photovoltaics, fuel cells, stationary micro-turbines, as well as a tax deduction of up to \$1.80/square foot tax for buildings using 50% less energy than a building designed to meet ASHRAE standards.

Program Organizer:

Denver-based public relations and public affairs firm, CSG is responsible for developing the agenda, securing the speakers, producing the collateral materials, registering the attendees on-line and interfacing with the sponsors. For further information, contact: Richard Eidlin at 303-478-0131 or richard@eidlin.com.